

BUSINESS ADVISORY COMMITTEE – MINUTES

Thursday, April 21, 2011

8:15 a.m.

City Council Conference Room

City Hall at 420 Litho Street

1. Call To Order

Herb Weiner (City Council Rep)
Mike Kelly (City Council Rep)***
Cheryl Popp (Chamber Rep)**
Joe Lemon (Chamber Rep)*
Jeff Scharosch (Chamber Rep)

Adam Krivatsy (City Resident)
Eckart Noack (City Resident)
Amy Clawson (BAC Appointee)**
Peter Van Meter (BAC Appointee)
* *Absent*, ** *Late*, *** *Early Leave*

2. Public Comment on Items Not on Agenda

Mike Kelly gave an update on the downtown restrooms. Demolition to occur very soon, followed by portable units. Within four months, high-end temporary units should arrive to be in place until permanent solution implemented.

3. Approval of Minutes – Meeting of March 17, 2011, as amended

4. Marin Economic Forum Economic Development Study – Progress Report

Review of written status report and draft survey questionnaire prepared by Robert Eyler, Marin Economic Forum. The proposed questionnaire was reviewed and comments made. Dr. Eyler to provide a link to the revised survey within 48 hours to enable the BAC members to actually take the survey and either note their final approval or final comments.

The survey will be sent to all residences in Sausalito by postcard, showing the link to take the survey via the internet, or to request a printed copy via the mail. The BAC authorized funds for the mailing not to exceed \$2,000, to be paid for from its budget. Funds remain available due to savings accruing from the volunteer work on the short term business needs study.

5. BAC Action Plan for 2011

Ideas put forth by BAC members and members of the public.

- Sausalito is “open for business”, with open houses, business tours, broker open houses, office building tours, etc. (Scharosch)
- Resident walking tours of the downtown district to discover what is actually there, with possible special merchant promotions (Van Meter)
- Fashion shows and other special events to promote business categories (MacGregor)
- *Proactive outreach to attract and retain businesses:* Part-time staff person to promote businesses in the sectors most desired by the residents (Popp)
- Increase the allocation of the 5% Transient Occupancy Tax that goes to the Chamber of Commerce to finance an “economic development director” (Popp)
- Stop talking about making changes to permitting procedures and actually do it, to become a more business friendly community (Popp). Mayor Weiner stated that Council sets policy and not staff, so the agenda must be set by the Council. Clawson and Eckhart to provide a postmortem of Clawson’s current tenant improvement project.
- Strongly advocate the BAC’s adopted priorities, including using the *Imagine Sausalito* documents as resources (Noack)
- Agrees with Eckart, particularly for the WAM report (Gallagher)
- Collaborate with the Chamber and Sausalito’s hospitality industry in facilitating higher occupancy of overnight accommodations (Krivatsy)
- Work with owners of Class “A” office space to identify means of filling vacancies (Krivatsy)
- Work with the Chamber on a more effective way-finding and directional sign program (Krivatsy)

- Recognize opportunities hidden in the Marinship by updating associated City policies and regulations (Krivatsy)
- Initiate a long overdue shuttle transportation service (Krivatsy)

Scharosch noted that notwithstanding this list, the BAC has a good number of accomplishments to be proud of.

These Action Plan ideas will be reviewed at the next BAC meeting and the top three priority items will be selected.

6. BAC Suggestions for the FY 2011-12 Prioritized Project List

Discussion by BAC members resulting in a list of recommendations in order of priority:

1. Marinship Specific Plan update
2. Expedite the recommendations of the Sail Sausalito task force in support of the America's Cup
3. Fund the implementation of the Economic Development Study recommendations
4. Comprehensive plan for the Downtown District
5. Shuttle service
6. Downtown restrooms

This list will be the BAC's official recommendations, to be provided to the City Council at the meeting on May 3. Council members will rank these and other recommendations, and will establish the priorities on May 17.

7. "How To Start a Business" Brochure – Status Report

Cheryl Popp, Amy Clawson, Jeff Scharosch, and Assistant Planner Alison Thornberry Clawson circulated the "ready to print" document. It will go to press when the 2010 Census figure for Sausalito is inserted. [Later determined to be 7,061 people.]

The BAC voted to approve the document and to fund its printing from the BAC budget in an amount not to exceed \$4,500. A local printer such as Joanne's is preferred. In addition, the brochure will be posted on the City's website in a "first order" drop down menu position, providing for "one click" access.

8. Commercial Property Data Base / Short Term Business Needs Study – Action Plan

Discussion of action plan by BAC members. Van Meter noted that the volunteer committee determined that no action plan is needed for the retail sector (regarding vacancies, not necessarily tenant mix), as the vacancy factor is within the normal range. Noack will update the industrial/marine portion of the report based upon the City's inventory study and report at the next BAC meeting.

9. Communications

- Staff - No communications
- BAC Members – Van Meter suggested that coupon books be provided to bicyclists through the rental agencies for promotional use in Sausalito. Popp and Weiner indicated that such discussions are already underway.

10. Agenda Topics for Next Meeting

Staff made note of these, including as noted above for Items 5 and 8. In addition, a report of Council actions on Item 6.

11. Adjourn – Next Meeting – May 19, 2011, 8:15 AM, City Hall Conference Room.